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3/18/57

fashion calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

1957

january

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january—1958

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march—1958

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, MARCH 15, 1957		
Friday March 15 9:00 A.M.; 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
	Report by Jessica Daves, Editor-in-Chief of "Vogue." Co-Chairmen of Ready-to-Wear Division: Bettina Ballard and Margaret deMille. Contact:CI.7-3940.		
Friday March 15 5:00 P.M.	ANNUAL SHAMROCK COCKTAIL PARTY	NEW YORK FASHION DESIGNERS, INC.	HOTEL PLAZA TERRACE ROOM
	Cocktails--5:00 to 9:00 P.M. Tickets--$6.95; contact: WI. 7-0324.		
	WEEK BEGINNING MONDAY, MARCH 18, 1957		
Monday March 18 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING FASHIONS	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
	Bloomingdale's will present their "Green Room" Spring fashions to the press. By invitation only. Publicity: Margaret deMille, EL. 5-6400.		
Monday March 18- March 19 All Day	PRESS PREVIEW OF FALL CORDUROYS	CORDUROY COUNCIL	15 EAST 53RD STREET SHOWROOM - 5TH FLOOR
	The press will preview Fall corduroys by members of the Council. Open thereafter to the trade. By invitation. Contact: Clare Nelson, EL. 5-7850.		
Monday March 18- March 21	NINETEENTH ANNUAL SELECTION CONFERENCE	TOY GUIDANCE COUNCIL (1124 BROADWAY)	HOTEL PARK SHERATON TROPICAL ROOM
	"Educator-Approved" Prestige Toys, 1957 will be selected from thousands submitted by American toy manufacturers at a four-day conference. Press by invitation. Contact: David Taylor Marke or Penny Stoil, MU. 9-0175.		
Tuesday March 19- March 20 10:00 A.M.- 5:00 P.M.	FALL FABRIC FASHION FORUM AND DISPLAY	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL NEW YORKER MOSAIC ROOM
	Annual Fall Fabric Forum for children's wear and accessories' manufacturers by "Parents' Magazine." Analysis of children's fashion trends by Mrs. Beryl Tucker, Fashion Editor, with presentations at 11:30, 2:30 and 4:30 on both days. By invitation. Publ: Monroe E. Michels, MU. 5-4400.		
Tuesday March 19 11:30 A.M.	ITALIAN FASHIONS AND BERNARD NEWMAN ORIGINALS	BERGDORF GOODMAN	4TH FLOOR
	Press preview of Italian fashions, designed by Gigliola Curiel from Milan; and Bernard Newman's ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Tuesday March 19 2:00 P.M.- 4:00 P.M.	PAINTINGS FROM THE SAO PAULO MUSEUM	METROPOLITAN MUSEUM OF ART	FIFTH AVENUE & 82ND STREET
	An exhibition of 70 pictures by Titian, Raphael, Rembrandt, Holbein, etc. Open to public, March 21 - May 1. Publicity: Lillian Green, TR. 9-5500.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 19 4:00 P.M. Tea or Cocktails	EASTER FASHIONS AT AFTERNOON SHOW	LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
	"Easter Parade" with dresses by Harmay; coats and suits--Frank Gallant; hats--Herma G; children's dresses--Cinderella; furs--Herman; men's wear--Southwick. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Tuesday March 19 4:30 P.M. Cocktails	FIRST SUMMER MILLINERY SHOW	MILLINERY STAB. COMM. (1450 BROADWAY)	HOTEL SHERATON-ASTOR BALLROOM
	Post-Easter and Summer hats will be presented at the first Summer Fashion Show. By invitation. Contact: LO. 4-7800.		
Postponed March 20	MACY'S PRESS PREVIEW OF IMPORT FASHIONS, ORIGINALLY SCHEDULED FOR 9:30 A.M., HAS BEEN POSTPONED TO TUES., APRIL 9 AT 9:30 A.M. (See Pg. 4).		
Wednesday March 20- March 22 9:30 A.M.	PREVIEW OF NEW KIND OF RIBBON	BURLINGTON NARROW FABRICS DIVISION	26 WEST 40TH STREET SHOWROOM
	Burlington will preview a new kind of gift tie ribbon. By invitation only. Publicity: Hilda Kassell at Ruth Hammer Assoc., EL. 5-7872.		
Wednesday March 20 10:00 A.M. Coffee	PRESS PREVIEW: SPRING & SUMMER LINGERIE	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 8TH FLOOR
	Elizabeth Arden will preview her Spring and Summer lingerie. By invitation only. Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.		
Wednesday March 20 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Arnold Constable will present daytime-to-evening Spring fashions by Semont during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU.5-2300. Waldorf Fashion Director: James Lawlor, EL. 5-3000.		
Thursday March 21 9:00 A.M. Coffee	WINDOW DISPLAY AND FASHION SHOW	LORD & TAYLOR	MAIN FLOOR
	"Hello Spring"--Lord & Taylor's welcome to Spring with window displays and special fashion show. By invitation. Publ.: Gloria Carr, WI. 7-3300.		
Thursday March 21 12:30 P.M. Luncheon	SHOWING OF SPRING FASHIONS	ABE SCHRADER CORP. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	Abe Schrader will present their Spring and early Summer fashions, available at the "Miss Bergdorf Shop". Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Abe Schrader Publicity: Betty Yarmon, LO. 4-9194. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday March 21 2:30 P.M. And 5:00 P.M.	IMPORTS IN CORDUROY, VELVETEEN AND VELVET	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
	Crompton's couture collection with Fall fashions from France by--Pierre Balmain, Pierre Cardin, Chanel, Jean Desses, Christian Dior, Hubert de Givenchy, Gres, Jacques Griffe, Jacques Heim, Lanvin-Castillo, Guy La Roche, Lecadre-Marnier, Andre Ledoux, Jean Patou, Madeleine De Rauch, Bernard Sagardoy; Italy--Avolio, Bertoli, Brioni, Capucci, Emilio, Fabiani, Fontana, Simonetta; England--John Cavanagh, Norman Hartnell, Digby Morton, Ronald Paterson; Spain--Dorian, Nati, Rodriguez; Ireland--Sybil Connolly; Switzerland--Max Lattman. By invitation. Publ.: Rosalind Allan, LO. 4-2900.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday March 22 9:00 A.M.-10:30 A.M. Coffee	PRESS PREVIEW: SPRING-SUMMER SHOES	CHRISTIAN DIOR SHOES	BONWIT TELLER 2ND FL.-SHOE SALON
	Bonwit Teller will preview Christian Dior shoes for Spring and Summer. By invitation only. Contact: Evelyn Mooberry (Bonwit Teller Shoe Salon), EL. 5-6800.		
Friday March 22 8:30 P.M.	MUSICAL PRESENTATION OF IMPORT FASHIONS	BAMBERGER'S	ESSEX HOUSE NEWARK, N.J.
	Musical revue of Bamberger's imports featuring silk fashions, sponsored by Bamberger's "Desk Set", the Newark Junior Chamber of Commerce and International Silk Association, for benefit of Newark Boys' Club. Show followed by dance. Tickets: $10.00. Contact: Dorothy Parr, MArket 4-2400.		
Friday March 22-March 30	FIRST NATIONAL GOLF SHOW	NATIONAL GOLF SHOW (550 FIFTH AVENUE)	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
	Exhibits by golf equipment manufacturers; personal appearances by leading golf pros; an Indoor Open Tournament; and fashion shows at 2:30 and 8:00, coordinated by "Harper's Bazaar". Admission: $1.50. Hours: 12:00 Noon to 10:00 P.M. Contact: David Lupton, MU. 7-7085. Fashion Publicity: Berta MacDonald, PL. 1-2100, Ext. 472.		
Tuesday March 26 4:00 P.M. Tea or Cocktails	SPRING FASHIONS AT AFTERNOON SHOW	MARIA KRUM (41 WEST 56TH ST.)	HOTEL PIERRE COTILLION ROOM
	Maria Krum will present her Spring and Summer fashions, available at Bonwit Teller, Lord & Taylor and Henri Bendel. Public by reservation; contact: "Beverly", TE. 8-8000. Maria Krum contact: CI. 7-3060. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Thursday March 28 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
	"Fabric Is the Fashion...This Fall and Winter". Commentator and Chairman: Frances Clarke; co-chmn: Ann Boucher. Prices: $6.00, members; $7.00, guests. Exhibit from 10:00 A.M. - 3:00 P.M.; $1.00 at door for non-holders of luncheon tickets. Contact: The Fashion Group, CI. 7-3940.		
Thursday March 28 12:30 P.M. Luncheon	SPRING FASHIONS FOR TALL GIRLS	PEG NEWTON (3 EAST 48TH ST.)	HOTEL PLAZA PERSIAN ROOM
	Peg Newton will present fashions for tall girls. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Peg Newton Publ: Donna Cannon, MU. 7-5447. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.		
Thursday March 29 11:00 A.M.	PRESS PREVIEW OF ARTIFICIAL FLOWERS	SAKS FIFTH AVENUE	MAIN FLOOR BOUTIQUE
	Preview of artificial flowers to wear - made in France exclusively for Saks Fifth Avenue. By invitation only. Publ: Grace de Mun, PL. 3-4000.		
Sunday March 31-April 6	INTERNATIONAL FLOWER SHOW	HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE
	Fortieth annual flower show, sponsored jointly by the Horticultural Society of N.Y. and the N.Y. Florists' Club, will have as its theme "Gardens of Little Old New York" and "Flowers from Abroad." Included, vegetable gardens for small home-owners. Tickets: $1.75. Publicity: Oristano Assoc., MU. 7-6844.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 2 9:30 A.M. Breakfast	PRESS PREVIEW OF CALIFORNIA FASHIONS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Macy's will preview their California fashions for Summer. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.		
Tuesday April 2 12:30 P.M. Luncheon	SUMMER FASHIONS BY LUIS ESTEVEZ	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
	Luis Estevez will present his Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Grenelle-Estevez Publicity: Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: James Lawlor, EL. 5-3000.		
Tuesday April 2 4:00 P.M. Tea or Cocktails	AFTERNOON SHOWING OF SPRING MILLINERY	CESAR RUBIO (44 EAST 50TH ST.)	HOTEL PIERRE COTILLION ROOM
	Cesar Rubio will present his Spring millinery. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday April 3 12:00 Noon Luncheon	PRESS PREVIEW: FALL CHILDREN'S DRESSES	CINDERELLA FROCKS	112 WEST 34TH STREET SHOWROOM - 14TH FLOOR
	Preview of the Cinderella Fall collection of children's dresses, sizes 3-6x and 7-14; also a small group of Nannette toddler dresses. By invitation only. Publicity--Nannette: Gladys Steiner, PL. 1-2820; Cinderella: Ruth Hammer Assoc., EL. 5-7872.		
Thursday April 4 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	EDWARD ABBOTT, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	Showing of Summer cocktail and evening fashions by Edward Abbott, available at "Miss Bergdorf Shop". Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday April 4 3:00 P.M. Cocktails	PREVIEW OF FALL SHIRT COLLECTIONS	C. F. HATHAWAY CO. (112 E. 40TH ST.)	SAVOY-PLAZA HOTEL LE CHATEAU - 11TH FL.
	Lady Hathaway will present Digby Morton's Fall 1957 shirt collection, including Hathaway men's shirts, at continuous showings. Press and buyers, by invitation. Publicity: Alexis Yardley at Hathaway, OX. 7-5566.		
Thursday April 4 4:30 P.M. Cocktails	COCKTAIL PARTY FOR BEAUTY EDITORS	DuBARRY-RICHARD HUDNUT	7 EAST 60TH STREET SALON
	DuBarry-Richard Hudnut will invite the beauty editors to a cocktail party. By invitation only. Publicity: Helen Nash, CI. 6-5814.		
Tuesday April 9 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Preview of French and Italian imports, made exclusively for Macy's. (Note Change of Date). By invitation only. Publ.: Barbara Moskowitz, OX.5-4400.		
Tuesday April 9 12:30 P.M. Luncheon	SHOWING OF SUMMER FASHIONS	MOLLIE PARNIS (PARNIS-LIVINGSTON)	HOTEL AMBASSADOR GRAND BALLROOM
	Showing of Mollie Parnis' Summer fashions, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 5-1000. Mollie Parnis' Publicity: Eleanor Lambert, MU. 8-2130. Produced by Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 9 4:00 P.M. Tea or Cocktails	AFTERNOON SHOWING OF SPRING FASHIONS	LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
	"Easter Wedding Party"--showing of Spring fashions by leading designers. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Beginning Tuesday April 9	OPENING OF ADVANCE FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Opening of Originala's advance Fall coat collection. By appointment only. Contact: Louis Mariani, BR. 9-8988.		
Thursday April 11 12:30 P.M. Luncheon	SHOWING OF LEATHER FASHIONS	LEATHER INDUSTRIES OF AMERICA	HOTEL PLAZA PERSIAN ROOM
	"Easter Parade of Leathers"--luncheon showing of shoes and accessories, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Leather Industries' Publ: Billie Gould, MU. 6-7956. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday April 11 8:00 P.M. Dinner-Dance	SIXTH ANNUAL "APRIL IN PARIS" BALL	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
	"A Salute to Liberty. Lafayette's Anniversary, 1757-1957". Gala dinner-dance for benefit of the French Hospital in N.Y., the Atlantique, the A.D.I.R., Inc., French Students' Fund and others. Fashions by: Pierre Balmain, Castillo-Lanvin, Jean Desses, Christian Dior, Jacques Fath, Jacques Griffe, Madame Gres and hats by leading Paris milliners. Entertainment by Martine Carol, Maurice Chevalier, Fernandel, Juliette Greco and the "Chanteurs de Paris" with Varel and Bailly. Sponsored by Air France, Cartier and Coty. Reservations--$125.00; contact: EL. 5-5725.		
Friday April 12 12:00 Noon Luncheon	TWENTIETH ANNUAL AWARD LUNCHEON	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
	Lord & Taylor presents their Twentieth Annual Award Luncheon, with Dorothy Shaver presiding. Price: $6.50. Contact: Elizabeth White, WI. 7-3300.		
Sunday April 14-April 27	FIRST U.S. INT'L WORLD TRADE FAIR	U.S. WORLD TRADE FAIR (331 MADISON AVENUE)	NEW YORK COLISEUM COLUMBUS CIRCLE
	Over 3,000 exhibitors from 50 European, Asian, Middle East countries, including the Americas will display their merchandise including textiles, fashions, home furnishings, china and glassware, household equipment, food products, automobiles and auto accessories, etc. Press Preview--Sat., April 13. Admission 90¢. Open to public: Fri., Sat., and Sun. Open to buyers: Mon., Tues., Wed., and Thurs. Publicity: David Jacobson, PL.1-3950.		
April 15	FEDERAL AND NEW YORK STATE INCOME TAXES DUE.		
April 16	PASSOVER -- First Day (Tuesday) -- Begins Monday at Sundown.		
Saturday April 20 2:00 P.M.	ELEVENTH ANNUAL EASTER EGG-ROLLING CONTEST	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80 ST.)
	Arnold Constable will present their eleventh annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children, 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	EASTER ACTIVITIES IN NEW YORK CITY		
Sunday April 21 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY. "Easter Sunday with John Frederics and Carrie Munn" ---- Spring fashions and millinery will be shown for the benefit of Visiting Nurse Service of N. Y. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	JOHN FREDERICS; CARRIE MUNN	HOTEL PIERRE COTILLION ROOM
Sunday April 21 1:00 P.M. Luncheon	MILLINERY FASHIONS AT EASTER LUNCHEON Mr. John will present his Easter millinery collection. Contact: Banquet Dept., PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	MR. JOHN, INC.	HOTEL AMBASSADOR TRIANON ROOM
Sunday April 21 1:00 P.M.- 4:00 P.M. Luncheon	EASTER LUNCHEON FASHION SHOW The 7th Annual Sister Kenny Easter Luncheon with a showing of dresses by Oleg Cassini; hats--Irene; sportswear--Julietta of Rome. Tickets: $15.00, contact: Martha Palmer at Foundation, 500 Fifth Ave.,OX. 5-5262.	SISTER ELIZABETH KENNY FOUNDATION	HOTEL AMBASSADOR BALLROOM
Sunday April 21 1:15 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY Spring and Summer millinery will be presented by Emme for benefit of Judson Health Center. Contact: Banquet Dept., PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EMME	HOTEL PLAZA RENDEZ-VOUS ROOM
Sunday April 21 4:00 P.M.- 8:00 P.M.	PARADE OF "DOGS & DOLLS" Annual Easter party for benefit of animal adoption service of A.S.P.C.A., with a parade of adopted dogs. Models will wear hats by Mr. John. Price--$5.00, contact: Mrs. George F. Elliott, PL. 5-1650.	FOR BENEFIT OF A.S.P.C.A.	HOTEL PIERRE ROOF GARDEN
Thursday April 25 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW "Couture a la Carte"--an International Honor Award fashion show for benefit of N. Y. Infirmary, with fashions by leading designers. Reservations: $10.00, contact: Lois Best, MU. 6-6333. Publicity: Mallory Dorn at David O. Alber Assoc., 44 E. 53rd Street, TE. 8-8300.	SLENDERELLA, INT'L	WALDORF-ASTORIA SERT ROOM
Monday April 29 12:00 Noon Luncheon	ANNIVERSARY LUNCHEON The 10th anniversary and "Trail Blazer Awards" luncheon by the National Home Fashions League. Speaker: Douglas Haskell, Architectural Forum. (Prices and more details later). Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E.44TH ST.)	HOTEL ROOSEVELT BALLROOM
Tuesday April 30 5:00 P.M. Cocktails	COCKTAIL PARTY BY GUILD MEMBERS The Guild of Better Shoe Manufacturers' cocktail party for press and trade. By invitation only. (Members include: Delman, Evins, Fox Shoe Co., Jerro Bros., Margaret Jerrold, Herbert Levine, Frank Lipare, Inc., John Marino & Sons, I. Miller & Sons, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, Wolsam Ltd. and Zuckerman & Fox will show from Mon., April 29 at their individual showrooms.) Contact: John Jerro, 40 West 27th St., MU. 4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	ST. REGIS HOTEL ROOF

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 1- May 31	EIGHTH ANNUAL LACE FESTIVAL	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
	Theme: "Lace...Above All in Fashion"--International Lace Festival. Publ: Gladys Steiner at Lester Harrison, 210 East 50th St., PL. 1-2820.		
Sunday May 5- May 9	FALL AND WINTER SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & SHERATON-McALPIN
	The 18th semi-annual showing of popular price shoes for men, women and children. Co-mgrs: Edward Atkins and Maxwell Field. Contact: MU. 2-8705.		
Sunday May 12	MOTHER'S DAY. Theme: "Everybody Remembers Mom." Contact: Arthur Freeman, 129 West 30th Street, LO. 5-4700.		

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning Monday May 13	LARRY ALDRICH CO., INC.	530 7th Ave.	(12 Fl.)	CH. 4-1872
	BEN BARRACK, INC.	498 7th Ave.	(7 Fl.)	LO. 4-3923
	HARVEY BERIN LTD.	530 7th Ave.	(7 Fl.)	PE. 6-0206
	BY BRANELL.	530 7th Ave.	(27 Fl.)	PE. 6-6983
	WILLIAM FOX, INC.	530 7th Ave.	(21 Fl.)	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave.	(7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave.	(17 Fl.)	WI. 7-4076
	GRABOIS.	498 7th Ave.	(5 Fl.)	CH. 4-2767
	GROBE ORIGINALS, INC.	498 7th Ave.	(16 Fl.)	BR. 9-8394
	HARMAY	498 7th Ave.	(22 Fl.)	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave.	(9 Fl.)	LO. 4-1860
	JOBERE, INC.	530 7th Ave.	(20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES	498 7th Ave.	(4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave.	(21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave.	(21 Fl.)	LA. 4-0237
	ROSALIE MACRINI, INC.	550 7th Ave.	(11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave.	(10 Fl.)	CH. 4-4600
	REICH-GOLDFARB CO., INC.	498 7th Ave.	(7 Fl.)	WI. 7-5374
	BEN REIG, INC.	498 7th Ave.	(23 Fl.)	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave.	(12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave.	(7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave.	(20 Fl.)	LA. 4-7540
	SUZANNE-AUGUSTINE, INC.	1 W. 47 St.	(7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave.	(2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave.	(11 Fl.)	CH. 4-2617
	Contact: Leonard W. Gendler, Exec. Secy, FOGA, 1440 B'way, CH. 4-6945.			

Monday May 20- May 25	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL (112 WEST 34TH STREET)	THROUGHOUT THE COUNTRY
	Theme: "Pick Your Cottons Now"--27th annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.		

FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

Beginning Monday May 20	DAVIDOW.	550 Seventh Avenue.	PE. 6-6909
	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue.	LA. 4-2577
	KANE-WEILL.	498 Seventh Avenue.	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue.	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue.	LA. 4-9724

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Monday March 18 — TWENTY-FIRST WEEK: METROPOLITAN OPERA — MET. OPERA HOUSE, B'WAY & 39
Mon., March 18: Ponchielli's "LA GIOCONDA. Tues., March 19: Verdi's IL TROVATORE (Philadelphia). Wed., March 20: Donizetti's LUCIA DI LAMMERMOOR. Thurs., March 21: Verdi's LA TRAVIATA. Fri., March 22: Mascagni's CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI. Sat., Mat., March 23: Puccini's TOSCA. Sat., Eve., March 23: Mozart's MAGIC FLUTE. Publicity: Francis Robinson, PE. 6-1200.

Thursday March 21 — OPENING: "ORPHEUS DESCENDING" — MARTIN BECK THEATRE, 320 W. 45TH ST.
The Producers Theatre will present Tennessee Williams' new play starring Maureen Stapleton, with Cliff Robertson, Lois Smith, Joanna Roos, Crahan Denton, Jane Rose, Elizabeth Eustis, Robert Webber. Director: Harold Clurman. Sets: Boris Aronson. Costumes: Lucinda Ballard. Lighting: Feder. Publicity: Ben Kornzweig, PE. 6-2340.

Wednesday March 27-April 7 — OPENING: "BRIGADOON" — CITY CENTER, 131 WEST 55TH STREET
Helen Gallagher, David Atkinson, Virginia Oswald, Scott McKay and Robert Rounsville will star in the Broadway musical. Director: George England. Sets: George Jenkins. Costumes: Paul du Pont. Lighting: Peggy Clark. Publicity: Jean Dalrymple, JU. 6-2828.

Thursday March 28 — PREMIERE: "FUNNY FACE" (Movie) — MUSIC HALL, 6TH AVE. & 50TH STREET
Audrey Hepburn, Fred Astaire and Kay Thompson will star in Paramount Picture's Vistavision-Technicolor musical with music and lyrics by George and Ira Gershwin. Featuring: Michel Auclair and Robert Flemyng. Producer: Roger Edens. Director: Stanley Donen. Costumes: Hubert de Givenchy and Edith Head. On stage annual Easter Show. Paramount Publicity: Charles Earle, BR. 9-8700. Music Hall Publicity: Fred Lynch, CI. 6-4600.

Wednesday April 3 — OPENING: "HOTEL PARADISO" — HENRY MILLER'S THEA., 124 WEST 43RD ST.
Bert Lahr, Angela Lansbury, Arthur Treacher, Vera Pearce and Douglas Byng will be featured in a comedy by George Feydeau and Maurice Desvallieres, adapted and directed by Peter Glenville. Sets and costumes: Osbert Lanchester. Lighting: Charles Lisanby. Publicity: Joseph Lustig, OR.9-0768.

Wednesday April 3-May 12 — OPENING OF THE CIRCUS — MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Premiere opening at 8:30 P.M. of the Ringling Bros. Barnum & Bailey Circus for the benefit of the New York Cancer Committee of the American Cancer Society. Publicity: Frank Braden, CI. 6-5500.

Thursday April 4 — OPENING: "THE JOKER" — THE PLAYHOUSE, 137 WEST 48TH STREET
George Kondolf presents a new comedy by Arthur Sheekman, starring Tommy Noonan with Anne Kimbell, Marjorie Gateson, Arch Johnson and Frank Overton. Director: Bretaigne Windust. Sets and Lighting: Paul Morrison. Costumes: Charles Gellat. Publicity: Bernard Simon, CO. 5-4188.

Saturday April 13 — OPENING: "SHINBONE ALLEY" — BROADWAY THEATRE, B'WAY & 53RD STREET
Eartha Kitt and Eddie Bracken with Erik Rhodes will star in a musical adapted from the Don Marquis stories about "archy and mehitabel" with music by George Kleinsinger and lyrics by Joe Darion. Choreography: Rod Alexander. Producer: Peter Lawrence. Director: Norman Lloyd. Sets: Eldon Elder. Costumes: Motley. Lighting: Tharon Musser. Publicity: George Ross, BR. 9-5906.